



Customized Multimedia Content Delivery for Mobile Users

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Requirements for Mobile Content Delivery

Quick Overview

Essence of content should be taken while moving around



Delivery of Essential Information

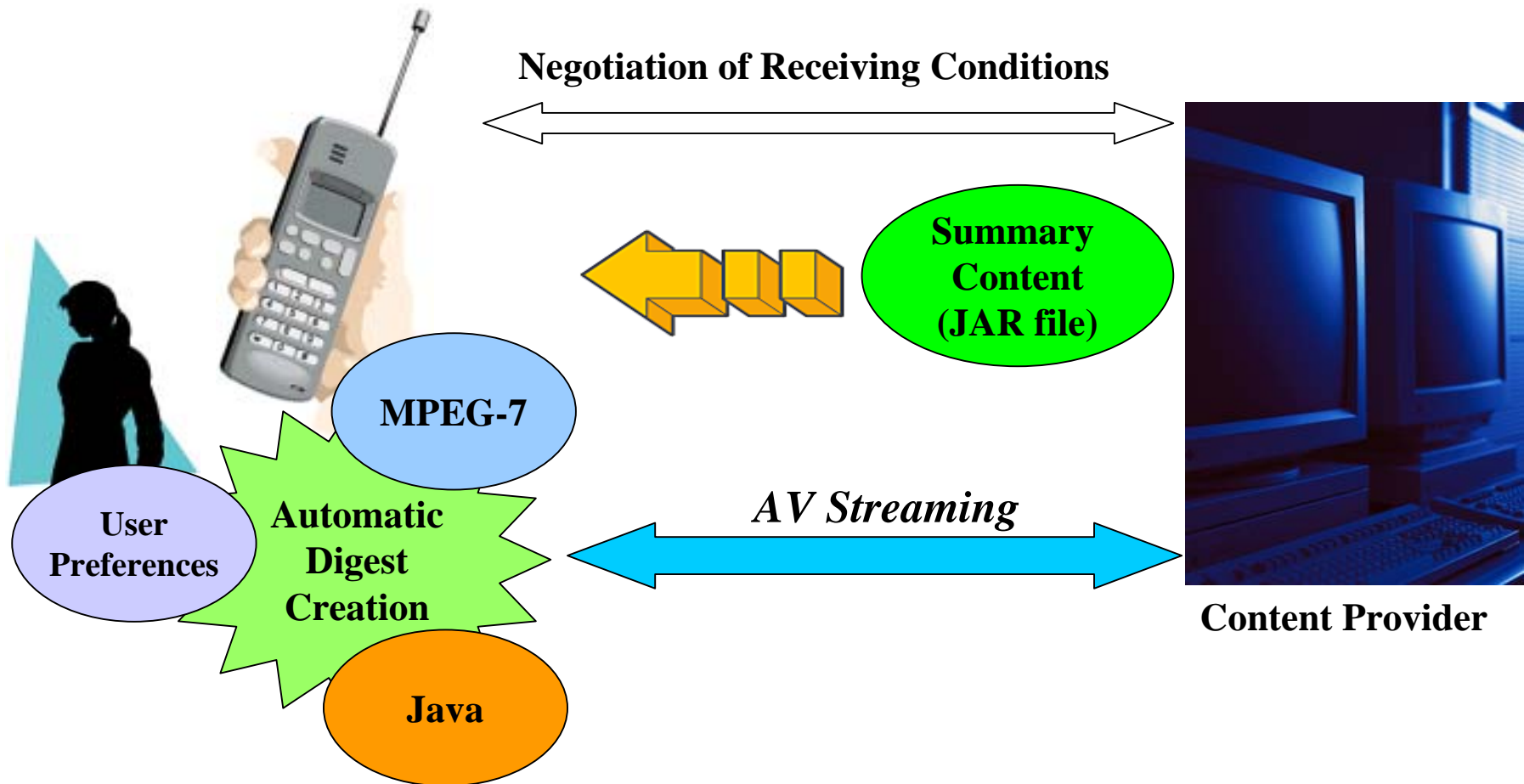
User Adaptivity

Content should be customized depending on user's condition

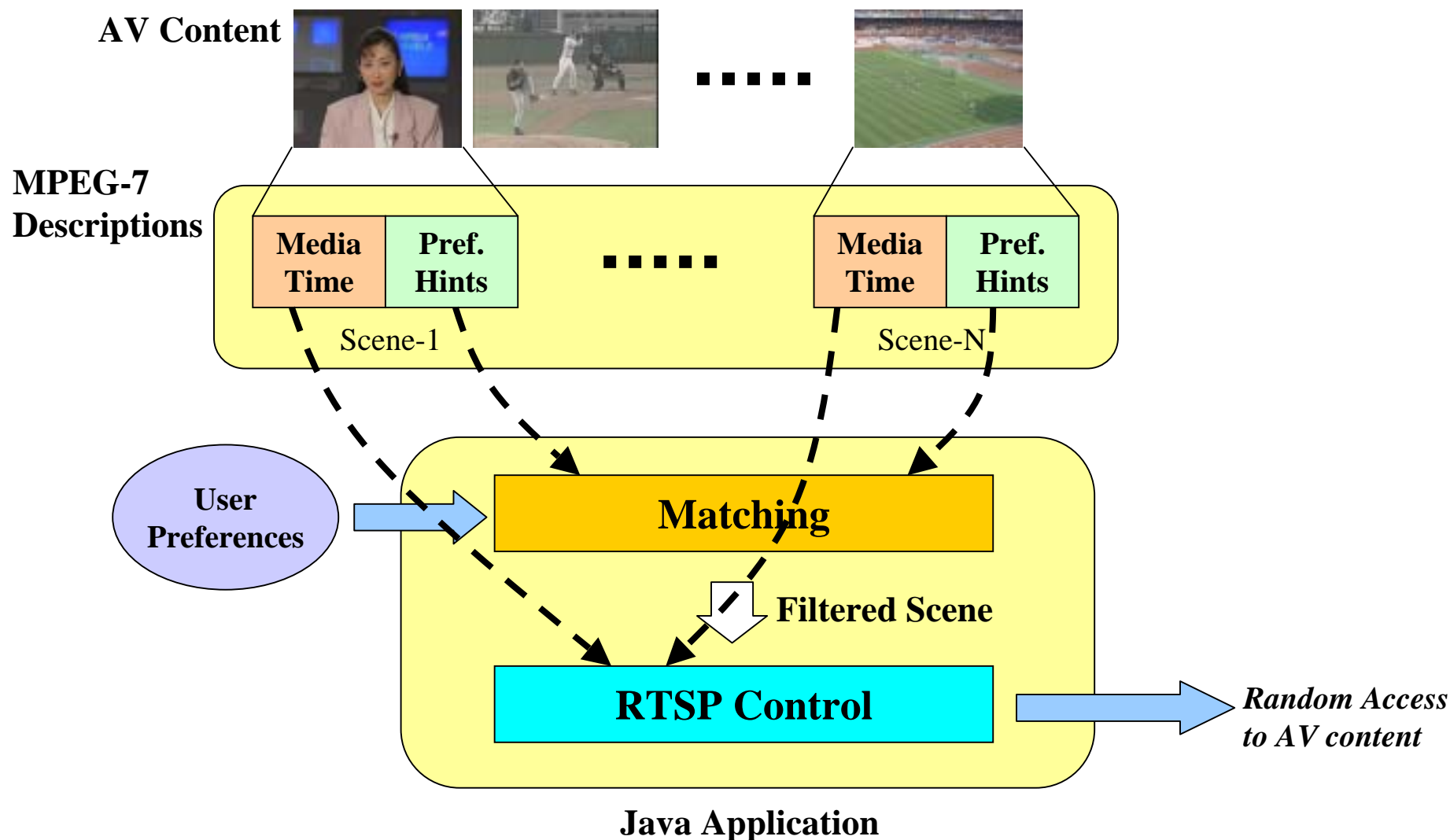


Summary Push & Smart Pull

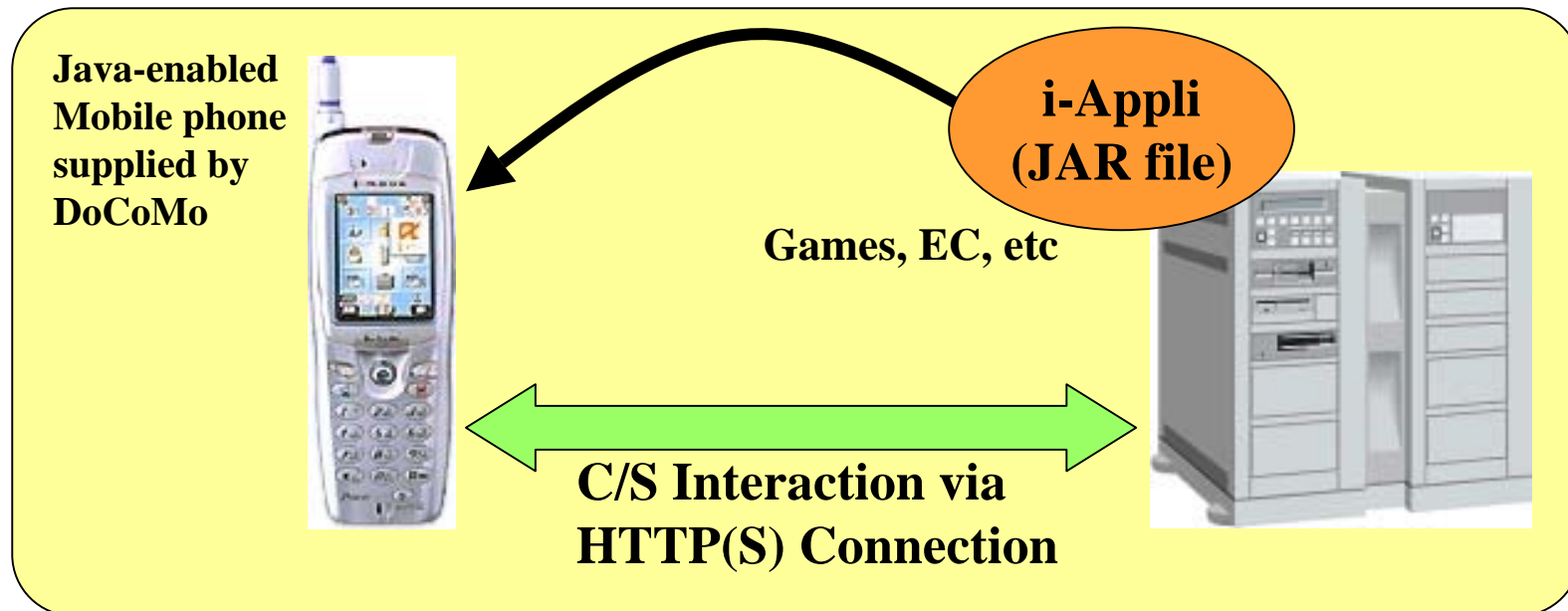
Push “Essence” supports navigation to details



How does MPEG-7 work?



Way Forward: Extension to Current Mobile Java Terminal



Additional capabilities such as MPEG-7, XML, AV Streaming

Proposed Delivery Application will be available!!

Notes

- **Significance of MPEG-7 Data Delivery**
 - Reduction of computational burden at the server
 - Keeping user's private data in terminal
- **Impact of NTT DoCoMo's Java Implementation**
 - Flexible client-side content adaptation
 - Parser updates could be delivered as Java application
- **Business Issue**
 - Availability of **authoring tools** supporting MPEG-7 annotation capability